

Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----024016 052042Z /61

R 051952Z JUL 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1196
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
ALL OTHER USCONS MEXICO POUCH

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FOR WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: END OF SHOW REPORT HULEQUIPO '78, RUBBER
INDUSTRY EQUIP. EXH., U.S. TRADE CENTER, MEXICO CITY

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1. NAME OF EVENT: HULEQUIPO '78
2. PLACE & DATES: U.S. TRADE CENTER, MEXICO CITY, JUNE 27-29
29, 1978
3. PARTICIPANTS: 12, (NTM-2, OTM-10)
- 3A. EXHIBITORS: 12, (NTM-2, OTM-10)
4. FLOOR SLS. AT EXH., INCLUDING DOLLAR VALUE OF
MERCHANDISE TURNED OVER TO AGENTS & DIST.: \$216,000,

(NTM-\$140,000, OTM-\$76,000)

5. EXPECTED TO BE SOLD OVER PERIOD OF NEXT 12 MONTHS AS
RESULT OF THIS EXH.: \$2,062,000, (NTM-\$170,000, OTM-
\$1,892,000)

6. COS. SEEKING REPS.: NONE

7. REPS. SIGNED: NONE

8. REPS. EXPECTED TO BE SIGNED DURING NEXT 12 MO.: NONE

8A. LEADS: NONE

9. COS. SEEKING JOINT VENTURES OR LICENSEES: NONE

10. JOINT VENTURES OR LICENSEES SIGNED: NONE

10A. JOINT VENTURES OR LICENSEES EXPECTED TO BE SIGNED
DURING NEXT 12 MON.: NONE

10B. LEADS: NONE

11. SLS. LEADS: 677, (NTM-150, OTM-527)

12. REGISTERED ATTENDANCE: 527 (PRELIM.)

13. MARKETING OBJECTIVES SUMMARY:

A. FIRMS FULLY ACHIEVING PRIMARY MARKETING OBJECTIVES: 11
(NTM-2, OTV-9)

B. FIRMS PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVES:
1, (NTM-0, OTM-1)

C. FIRMS FAILING TO ACHIEVE PRIMARY MARKETING
OBJECTIVES: NONE

14. COMMENTS:

A. HULEQUIPO '78 WAS TRADE CENTER'S FIRST VENTURE INTO
EXHIBITING EQUIP. FOR RUBBER INDUSTRY. ORGANIZED &
SPONSORED BY MEXICAN RUBBER INDUSTRY CHAMBER & MEXICAN
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TIRE RETREADERS ASSOC., HULEQUIPO, THOUGH SMALL, WAS VERY
SUCCESSFUL SHOW FOR 12 EXHIBITORS. IMMEDIATE SLS. OF
\$216,000 & 12 MOS. PROJECTED SLS. OF \$2,062,000 EXCEEDED
OUR BEST HOPES FOR SLS. TO THIS RELATIVELY SMALL INDUSTRY.
FACT THAT ALL BUT ONE FIRM (WHICH PARTIALLY ACHIEVED
OBJECTIVE) FULLY ACHIEVED SLS. OBJECTIVE AMPLY SUPPORTS
WISDOM OF HOLDING SHOW, IN SPITE OF GREAT DIFFICULTIES
EXPERIENCED IN RECRUITING EXHIBITORS. A THIRTEENTH FIRM,
ESSO CHEMICALS, FAILED TO EXHIBIT DUE TO NON ARRIVAL OF
EXHIBIT MATERIALS.

B. EXH. OPENED WITH RIBBON CUTTING BY HUMBERTO CRUZ VELIZ,
DIR. GRAL. OF CRUMEX, A LOCAL RUBBER MANUFACTURER & PRES.
OF MEXICAN RUBBER INDUSTRY CHAMBER. INAUGURAL RECEPTION,
WHICH BY INVITATION ONLY, DREW 182 ATTENDEES. TOTAL
ATTENDANCE OF 527 (PRELIMINARY FIGURE) INCLUDED
REMARKABLE 110 (PRELIM.) OR 20.8 PERCENT FROM OUTSIDE
MEXICO CITY METRO AREA. VISITORS REPRESENTED 21 MEXICAN
STATES, INCLUDING 17 FROM NUEVO LEON, 1 FROM PUEBLA, 10
EACH FROM JALISCO & GUANAJUATO & 9 EACH FROM GUERRERO &
HIDALGO. ATTENDANCE WAS WELL DISTRIBUTED AMONG TIRE
RETREADERS (ABOUT 30 PERCENT), TIRE DISTRIBUTORS ABOUT 10

PERCENT, OTHER RUBBER FACTORIES (ABOUT 15 PERCENT), AGENTS
& DIST. (ABOUT 10 PERCENT), TIRE REPAIR & SERVICE
FACILITIES (ABOUT 15 PERCENT), & OTHER END USERS (ABOUT
20 PERCENT).

C. SEMINAR WAS EXCELLENT ATTRACTION. ARDEN FARIS, CONSUL-
TANT WITH AMERICAN RETREADERS ASSOC. CONDUCTED NINE HOUR
COURSE ON TRAINING TIRE RETREADING SHOP

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----024018 052043Z /61

R 051952Z JUL 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1197
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
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FOREMEN. SEMINAR DREW 123 PERSONS, OR 24 PERCENT OF TOTAL.
DEMAND FOR SEATS WAS INTENSE & VIRTUALLY ALL ATTENDEES
STAYED THROUGH FULL PRESENTATION, A RARE ACCURRENCE.
FARIS'S PRESENTATION DREW NUMEROUS FAVORABLE COMMENTS,

REFLECTING HIS LONG & VARIED EXPERIENCE IN THE INDUSTRY
& GOOD DELIVERY. THIS WOULD BE EXCELLENT INCLUSION FOR
ANY SIMILAR EVENTS PLANNED IN WORLDWIDE PROGRAM.
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D. GIVEN EXCELLENT RESULTS OF SHOW, GOOD BUYER RESPONSE
& OBVIOUS INTEREST IN EQUIP. & TECHNOLOGY EVIDENCED BY
SEMINAR ATTENDANCE, RECOMMEND THIS THEME BE ADOPTED
FOR FUTURE OIM PROMOTION IN MEXICO.

E. SUCCESS STORIES:

(1) AMF TIRE EQUIP. DIV. AMF SHOWED ITS ORBITREAD
RETREADING SYSTEM WHICH OPERATES BY APPLYING RUBBER IN A
CONTINUOUS STRIP TO THE TIRE CARCASS. THE
EQUIP. ATTRACTED 15 GOOD PROSPECTS, ACCORDING TO
RAUL FERNANDEZ, SLS. MGR. FOR INDUSTRIES AMF, S.A. DE
C.V., THE AMF MEXICAN SUBSIDIARY. FERNANDEZ REPORTED TWO
LEASE CONTRACTS SIGNED AT A VALUE OF US\$44,000 &
PROJECTED FIVE ADDITIONAL LEASES WOULD BE SIGNED DURING
THE NEXT 12 MOS.(CLEARED FOR PUBLICATION)
(2) APPLIED POWER, INC. RECEIVED 120 LEADS FOR ITS
LIFTING & WHEEL BALANCING & ALIGNMENT EQUIP. JOSE A. MEJIA,
PUBLIC RELATIONS & ADVERTISING MGR. FOR APPLIED
POWER (MEXICO) REPORTED IMMEDIATE SLS. OF US\$10,000 &
PROJECTED SLS. OF US\$50,000. HE COMMENTED THAT THE "SHOW
WAS VERY GOOD". (CLEARED FOR PUBLICATION EXCEPT SLS.
FIGURES).
(3) DEPENDABLE RUBBER MACHINERY HAD PARTICULARLY GOOD EXPERI
EXPERIENCE WITH ITS NEW & REBUILT RUBBER FACTORY EQUIP.
ROBERT WESTFALL, SLS. MGR., REMARKED THAT ALTHOUGH THE
SHOW NO WHERE NEAR EQUALLED THE NUMBERS OF VISITORS TO THE
LOUISVILLE RETREADERS SHOW, HE WAS EXTREMELY IMPRESSED
WITH THE QUALITY & SERIOUS BUYING INTEREST OF THE PEOPLE
IN ATTENDANCE. HE SAID HE HAD MORE REALLY INTERESTING
CONTACTS AT THIS SHOW THAN AT LOUISVILLE. DURING THE SHOW
HE MADE A CONTACTS WHICH HE FELT WOULD LEAD WITHIN A
FEW WEEKS TO SLS. OF US\$1.2 MILLION. (CLEARED FOR
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TAGS: BEXP, MX
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